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SAFEGUARDING YOUR FOOD AND DRUG SUPPLIES -- No. 23.

A radio talk by W. W. Vincent, Food and Drug Administration, delivered November 13, 1930, through station KPO San Francisco, and associated National Broadcasting Company stations.

Good morning, folks! This is your Government representative who, for 22 weeks, has been telling you about your food and drug supply. I have appealed to your intelligence and urged discrimination in your daily purchases of foods and drugs. Quite an array of label readers are now at work. The home economic departments of several of our western universities are now utilizing this "Read-the-Label" information I am giving you. I trust the students are not finding my material dry and uninteresting.

I was just looking over some of the Food and Drug Administration's Notices of Judgment. They contain short, terse statements reporting the outcome of food and drug cases. Some think they are kind of dry reading. But take this one, 15 lines in length, entitled, "U.S. vs. 344 cases of tomato paste", wherein was cited a shipment from California in January, 1922 of 344 cases of tomato paste. A libel was filed on February 16, 1922, in Massachusetts alleging adulteration of the article because the product consisted in whole or in part of a filthy and decomposed vegetable substance. The shipper's name and the labeling of the tomato paste was also given. On March 20, no claimant had appeared and the court ordered a condemnation judgment instructing the U. S. Marshall to destroy the product. Uninteresting to one not familiar with the facts regarding that particular shipment of tomato paste from San Francisco to the City of Boston. A very interesting story to us who participated in the action and knew all its details. For certain individuals - far reaching in its effects. The paste was about the last asset, and a bad asset, of one individual connected with the canning company that had produced the material. A State Board of Health quarantine was broken when the shipment was sneaked out of California. Representatives of a drayage firm, in no way financially interested, came near to standing trial in Federal Court on the charge of criminal conspiracy to violate the provisions of the Federal food and drugs act. Securing that information with regard to this shipment was a real piece of detective work for your food and drug inspectors.

I guess I'll tell you that story. You should be interested in the kind of work, in the kind of people with whom your food and drug agents sometimes find it necessary to deal. You should be interested, too, because you don't care to receive any rotten or moldy tomatoes or tomato products. With the support of the tomato-canning industry itself, your Food and Drug Administration has, in the years the Food and Drugs Act has been operative, brought the standard of tomato products offered to the American public to a very high plane. We have followed an educational policy but have had to prosecute a number of concerns who would ship you material

1. *Phragmites australis* (Cav.) Trin. ex Steud. (Common reed)

[illegible]

made from rotten and filthy tomatoes. We have removed from the channels of commerce by seizure action, many lots of tomato products and these you will find reported in the Notices of Judgment.

My friends, it was on Oct. 12, 1918, when one of your most experienced food and drug inspectors visited a new plant in a small California town where they were manufacturing tomato paste and puree. He reported that the factory was a new one, with good equipment, but he had to report that this firm was packing very bad tomatoes and with a faulty process. He recommended that this plant's products should be sampled and examined wherever found, because one lot was liable to be good and the next one very bad. Members of the firm had asked the inspector for suggestions or criticism. Immediately he offered any, they would argue him wrong. Their attitude was that they knew all about tomatoes and needed no help from anyone. Time does not permit relating the details of operation observed in the plant. Sufficient to say, the tomatoes within the plant were in bad condition - much moldy and otherwise objectionable material was being handled in such a way that it was impossible to remove it with the limited help they had. Two carloads of tomatoes were on the track and these were in bad condition.

Consumers like tomato paste of good red color, and the inspector observed that the help in this plant were sorting out mainly immature tomatoes, that is, those which were green and yellow. The moldy tomatoes evidently would not materially affect the color of the finished product.

The inspector went his way, visiting other plants in other towns. He came back one month later and he brought with him one of the Department's expert analysts, skilled in the use of the microscope. They found the concern still packing paste and still intent on picking out the green tomatoes rather than the rotten ones. They were feeding them through the plant at a rapid rate. The man with the microscope quickly found the mold in the finished product and in large amounts. The product was adulterated within the meaning of the Federal food and drugs act, if the firm attempted to ship it in interstate commerce. Likewise, it was violative of your State food and drugs act. Arrangements were effected whereby any interstate shipments that might be made would come to the attention of your food and drugs agents. We heard nothing until six months later. But then we learned that 10,000 cases of the tomato paste had been sold to a large concern in San Francisco whose contract stipulated the goods must conform to the requirements of the U. S. pure food act. To insure that it did comply, they had had commercial chemists examine the delivery and these commercial chemists found some of the material unsatisfactory. The State Board of Health had become interested and had quarantined the entire amount, pending determination as to which part was good or which part was bad. The buyer instituted suit against the packer for approximately \$95,000, the money paid for the material. The buyer won the suit and, in addition to taking over such of the tomato paste as had been found of satisfactory quality by your State Board of Health, they also took over the whole plant of the company. The company went out of business.

The State maintained its embargo on the bad material throughout the year 1921, finally granting permission to remove it from a San Francisco warehouse back to the cannery for dumping. The stuff was dumped in January 1922, three and a half years after the material had been packed. Information reached your federal food and drug agents that something over 300 cases of this material had been surreptitiously removed from under the State's quarantine. We got busy. From the warehouse company, we secured the name of the drayage firm taking delivery of the material. Officials of the drayage firm would give no information regarding their disposition of the lot. All their help had been instructed to give no information. But, in less than a week, food inspectors in Boston were waiting on the steamship dock for the unloading of some 344 cases of tomato paste shipped under the drayage firm's name. The Notice of Judgment tells of its destruction. Two hundred cans in each of those cases. Sixty-eight thousand eight hundred individuals or families have reason to be grateful for not receiving that material.

Folks, I do not cite this case to illustrate the magnitude of penalties exacted through activities of food and drug officials. I cite it, rather, as illustrative of time periods over which it is sometimes necessary for your food and drug agents to maintain supervision of material that is unsuitable for human food. Further, the true story illustrates the fate that befalls canning concerns who have no respect for quality. There are very few manufacturers who attempt nowadays to convince food and drug agents that a rotten tomato or a rotten fish is a good one. Time will eliminate them all.

Perhaps some of you don't know what tomato paste is. Perhaps you don't know what the various tomato products are. I guess I had better tell you. I will start with Solid-Pack Tomatoes, generally considered the finest tomato product. In their preparation only whole tomatoes are placed within the tin. The tomatoes, after peeling, coring and trimming, are placed in the cans with or without small quantities of added sugar or salt. No juice or water is added to the product. Such juice as fills the spaces between the individual pieces of tomato, comes solely from the tomatoes within the can. Such canned tomatoes are sometimes labeled, "Fancy Solid Pack Tomatoes", or quite often, as Pacific Coast packs, simply as "Fancy Tomatoes". You should find the contents to consist of tomatoes of uniformly good red color, practically free from pieces of skin, cores and blemishes. The tomatoes are usually whole or almost whole. In other sections of the country "Fancy packed Tomatoes" are usually packed in the same manner, except that juice from the / tables not in excess of that which drains from the tomatoes in the packing, is used to fill the interstices.

Extra Standard Tomatoes. You occasionally find them labeled this way. They contain more broken pieces than "Fancy Tomatoes" and frequently are not so uniform in color.

A can of Standard Tomato contains few whole tomatoes other than very small ones. The contents generally consist of large tomato pieces. Ordinarily, this grade possesses a less desirable color and frequently a poorer flavor than does the "Extra Standard" and "Solid Pack" or "Fancy Grade".

Tomatoes with Puree from Trimmings, as packed in California and neighboring States, (often called California Standards), consist of about 66-70% by weight of tomatoes or pieces of tomatoes. The balance of the contents consists of tomato puree, a slightly concentrated product made from strained tomato trimmings. The strainers used in canneries are called cyclones. Trimming stock, going to the cyclones, is obtained from the peeling and packing tables for both the standard and solid pack tomatoes. It consists of tomato juice, very small or mashed tomatoes, clean skins to which bits of tomato adhere, and the cores and such pieces as are cut off from the larger tomatoes which are poorly formed or in themselves too large to go into the can without first being trimmed.

Tomato Puree, unqualified, means the somewhat concentrated product obtained by cycloning whole tomatoes and concentrating the resulting product by boiling.

It is customary for most canned tomato products to contain a little salt.

Tomato Catsup is the clean, sound product made from the properly prepared pulp of clean, sound, fresh, ripe tomatoes, with spices and with or without sugar and vinegar. That is the product you generally buy in bottles. A standard grade of catsup is made, wherein the tomato trimmings previously described are used. You will find that the labels generally bear designation indicating the product is made from trimmings. Most of this is packed in large No. 10 tins.

You have doubtlessly seen or used a product called "Hot Sauce", or "Spanish Style Hot Sauce", or "Tomato Hot Sauce". That, my friends, if sold under the designation "Hot Sauce", or "_____ Brand Hot Sauce", will generally have been made from trimming stock and certain peppers. If the label reads "Tomato Hot Sauce", or bears a picture of a whole tomato, usually it will have been made from small tomatoes, unsuitable because of their size for the better grades of whole tomatoes packed.

Tomato Paste, can be said to include three products. The first, Tomato Sauce, or Salsa; the second, Paste, or Pasta; and the third, the heavy paste, or "Concentrata". "Conserva", it is sometimes called. They are all made by concentrating strained tomatoes with or without the addition of basil and perhaps some salt. Their difference is primarily one of concentration.

Harmless artificial color, usually Carminic Acid, is quite generally used in Tomato Paste manufactured in the United States. You will find its presence declared upon the label, if used.

Tomato Juice represents a new development in the canning business. I believe that the bulk of it you are buying is cyclone juice. Some is a filtered or clarified product and you will find that to be lighter or more yellowish in color.

This concludes my twenty-third talk. If you are interested in becoming a discriminating buyer you should have this "Read the Label" information I am distributing to those who drop a post card to W. W. Vincent, U. S. Food and Drug Laboratory, San Francisco, or care of this station.

Next week, I will tell you more about the canning business. I will tell you a story that you will find hard to believe. It surprised me.

1. The first part of the paper discusses the importance of maintaining accurate records of all transactions.

2. It then goes on to describe the various methods used to collect and analyze data, including interviews, surveys, and focus groups.

3. The next section presents the results of the study, showing that there is a significant correlation between the variables being studied.

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